

Vaccine Hesitancy:

Building solutions for Washington state and beyond



VAX
NORTHWEST



GroupHealth®



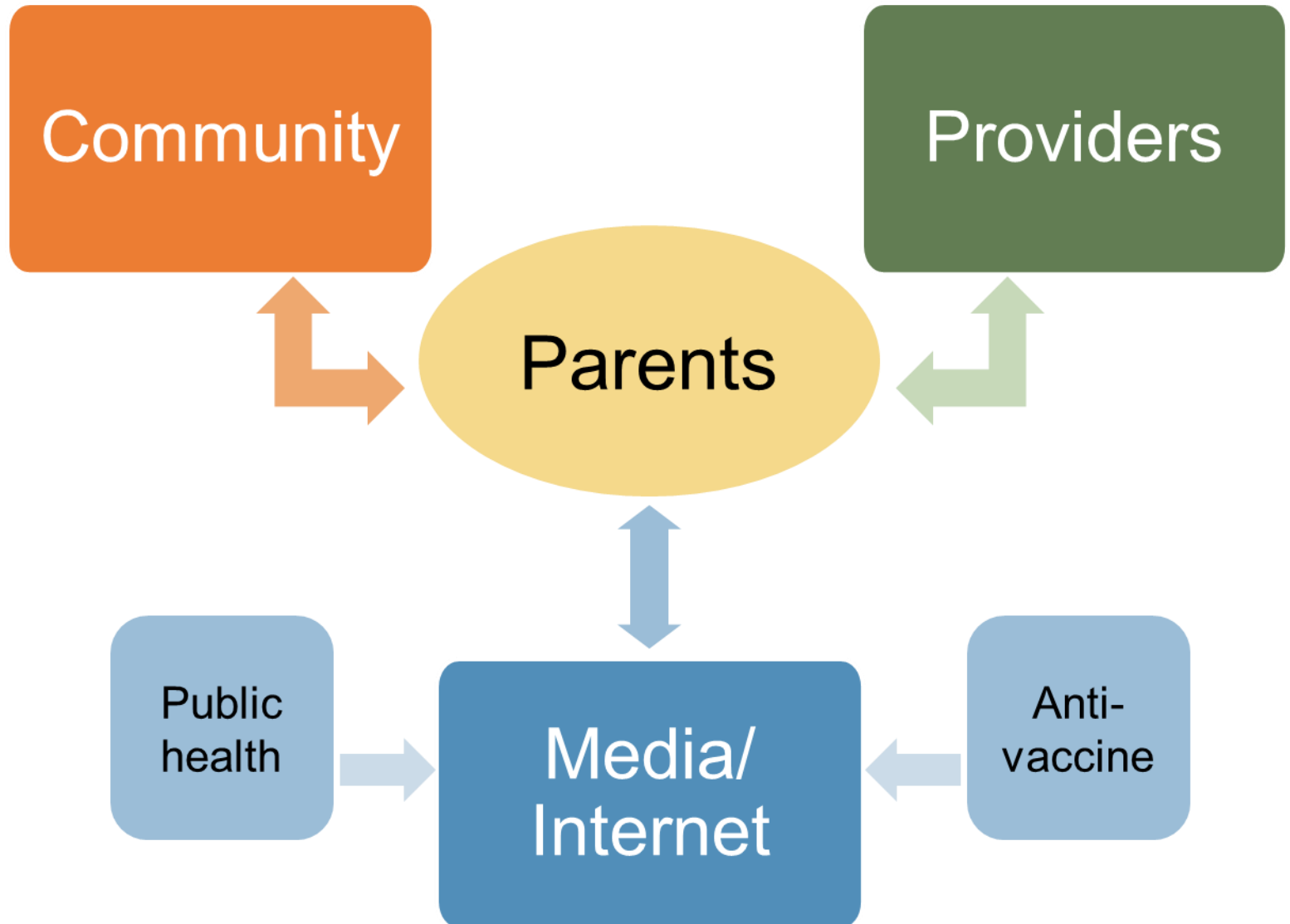
Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

 Washington State Department of
Health

 WithinReach

 Community
PEDIATRIC
FOUNDATION
of WASHINGTON

Parents face a conundrum:
What to believe?



Media Environment

- **Hesitancy stories tend to present both sides**
- **Science vs. emotion**
- **Dr. vs. parent**
- **Activated opposition**
- **Opinion pieces in major news outlets consistently support science**
- **Hesitancy treated as a social or political issue vs. other public health/prevention issues**
 - Tobacco
 - Healthy eating active living
 - Car seats – seat belts
 - Bike Helmets

Vaccine Hesitancy Trends

Aug 2011 – Reuters/NPR Survey

- 21.4% said they believe vaccines cause autism
- 26.6% report they were concerned about value and safety of vaccines
 - 47% had concerns about long-term impact on health
 - 46% had concerns about side effects
- **23.5% said their opinions had changed in the past five years**
 - 59% said their opinion had become less favorable

Pediatrics – Oct 3, 2011

- 1 in 5 parents following recommendations agreed that delaying vaccine doses was safer
- 1 in 4 disagreed that the best vaccine schedule was the one recommended by experts
- **1 in 3 parents using alternative schedules had initially followed the recommended schedule**

Audience Insights

Providers

- Conversations around vaccine hesitancy are taking increasing amounts of time
- Fighting emotional battle with science
- Media noise and confusion coming into the clinic
- Feel unprepared for challenging interactions

Hesitant Parents

- Changing demographics
- Active researchers - online and peers
- Perceive bias of providers
- Distrust of pharma extending to physicians
- Public Health “not for them”

Communities can influence vaccine hesitancy

Parents want to do what's best for their child.

Parents gather information & form opinions through social networks.

The voice of immunizing parents is unheard.

Immunizing parents understand & recognize the value of a healthy community.

When given compelling information, immunizing parents become activated!



Providers can influence vaccine hesitancy

Parents want to do what's best for their child.

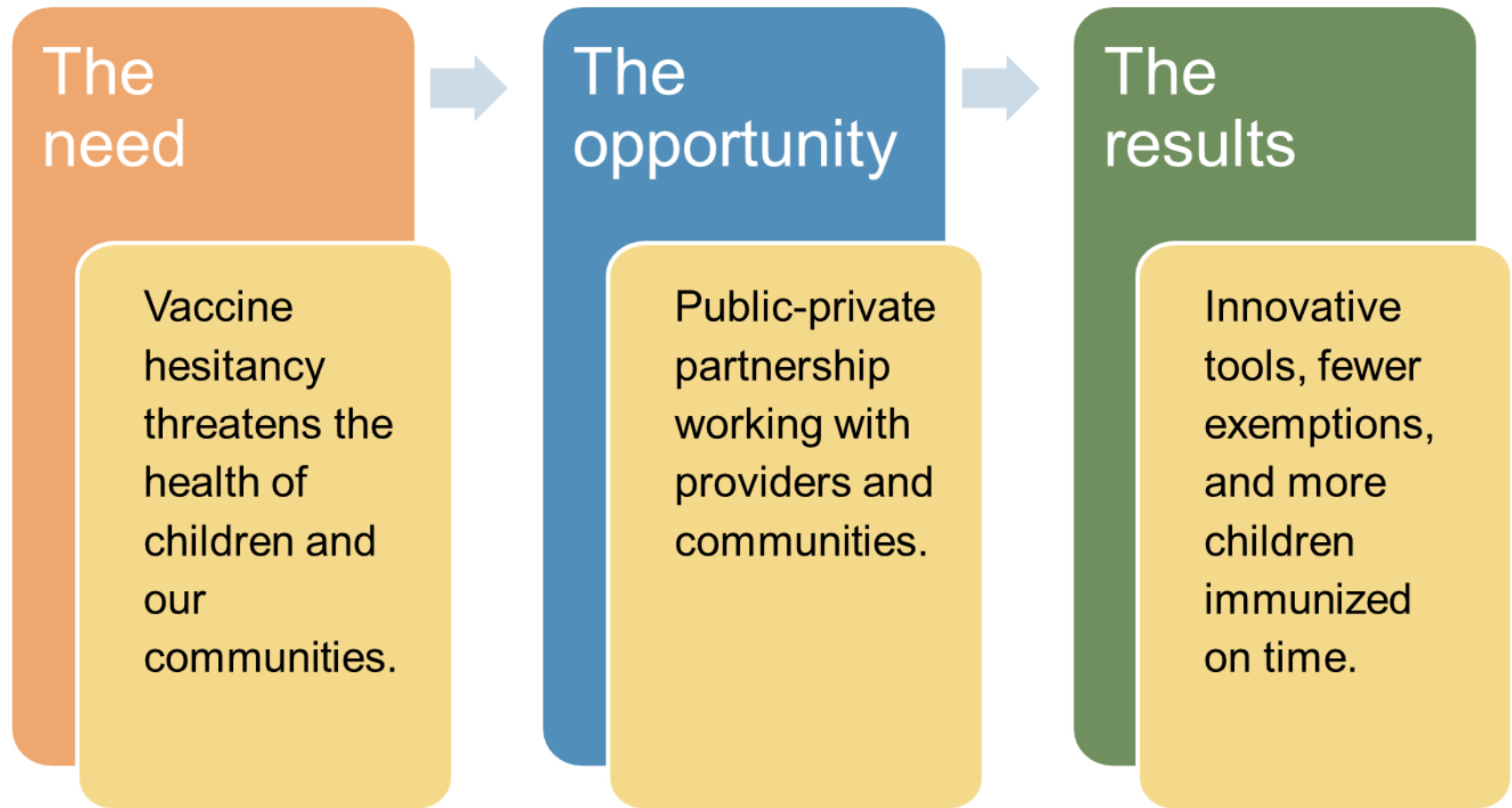
Providers have great influence but have limited time and tools. They want help.

No evidence-based interventions to support providers' interactions with hesitant parents.

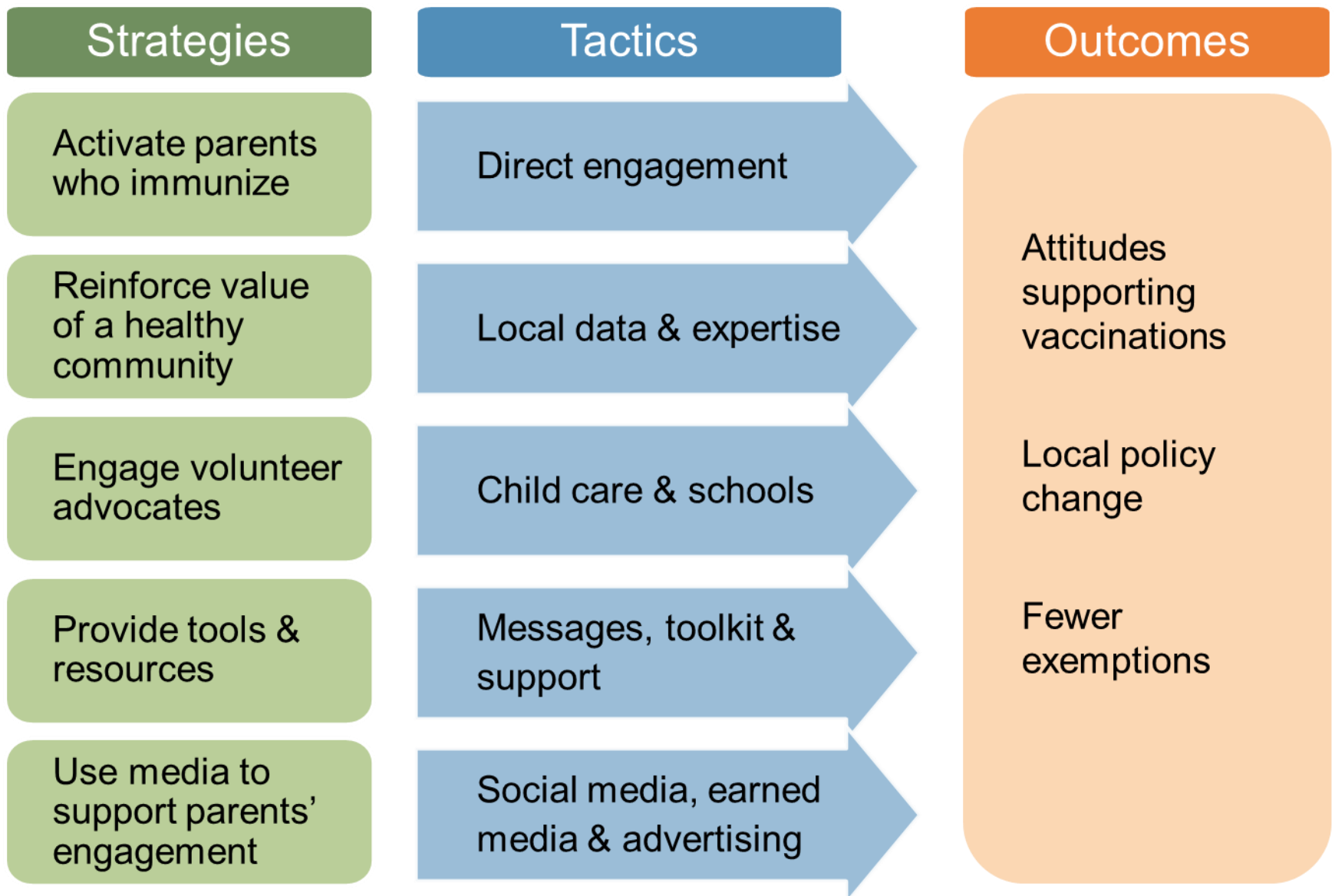
Vax Northwest has developed a promising, innovative tool.



Let's turn the tide on vaccine hesitancy



Community Intervention



The Immunity Community – Phase I complete

•4 Pilot Sites

- Elementary School
- Childcare Center
- Montessori Childcare
- Preschool Co-op

•Parent Advocates

- 1-2 per site
- Training
- Technical Assistance

•Community Advisory Board

- 11 members
- Input and Feedback



Short-term Outcomes: Achievements

Recruitment / Training

- Recruited 4 sites and 6 parent advocates
- Trained and provided technical assistance to the PAs
- PAs report strong support from WithinReach

Short-term Outcomes: Achievements

Taking action to raise awareness

- Monitor vaccination rates at sites
- Educate parents
- Generate conversation via social media

Intermediate Outcomes: Achievements

Policy Change Site-Level:

Co-op Preschool

Policy Change Community-level:

Relationship with Shoreline Community College and
the Organization of Parent Education
Programs(OPEP)

The AAA Approach

Let's talk
vaccines

Ask



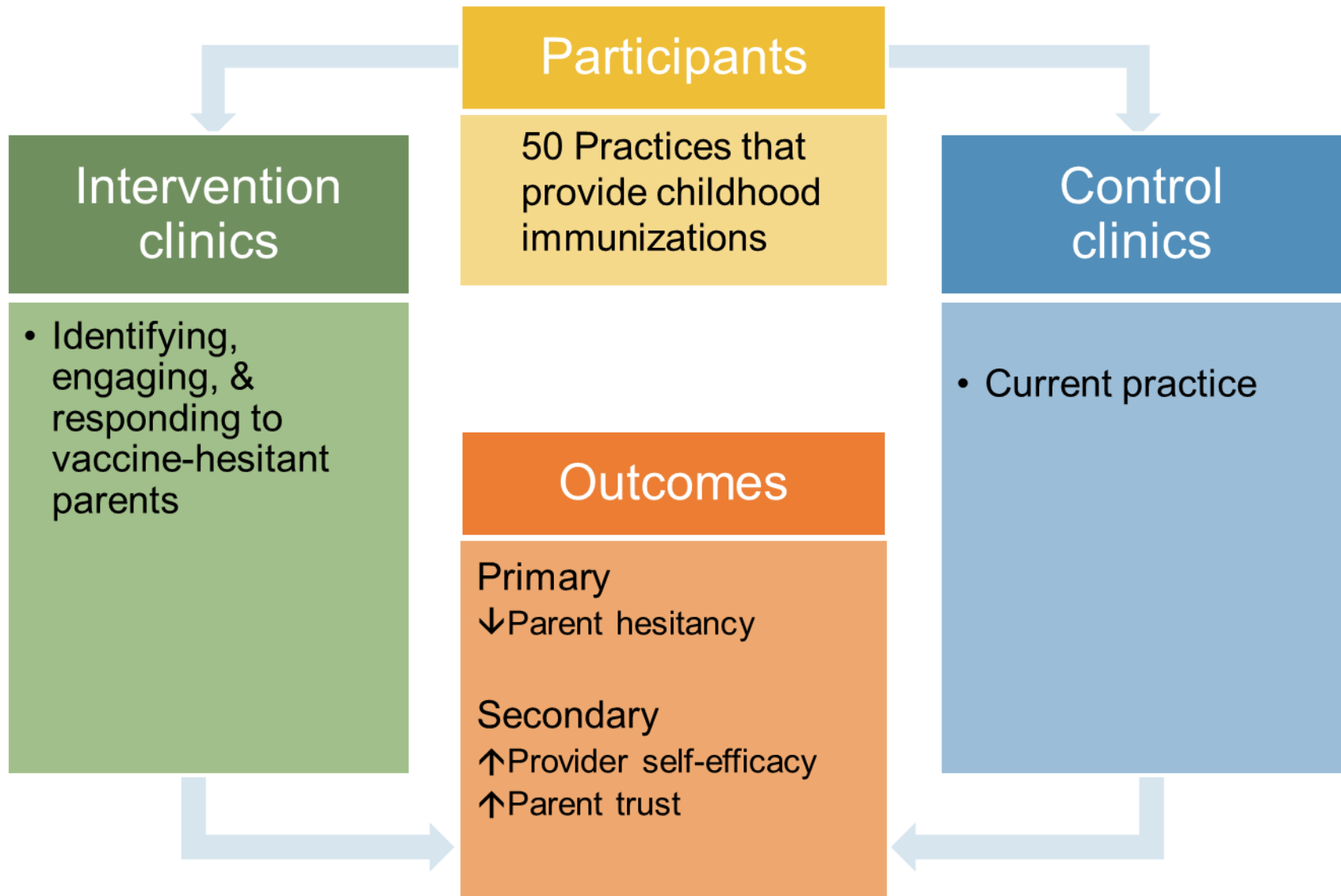
Acknowledge



Advise



Provider intervention: Randomized controlled trial



Prenatal Care Providers

Providers (OB, CNM) have a key opportunity to address vaccination before the patient delivers the baby

- Many pregnant women make their immunization decisions before birth
- Yet many women don't know about the Hep B birth dose
- Providers already talking with parents about infant health decisions; discussing infant immunizations is a natural fit

Vax Northwest Website:

<http://www.vaxnorthwest.org>



PROTECTING
CHILDREN
AGAINST
PREVENTABLE
DISEASES

Immunity Community Sign-In ⓘ

Provider Sign-In ⓘ

APPROACH

Parents need reliable information to recognize the continuing risks of vaccine-preventable disease and the value of vaccines.

[➞ LEARN MORE](#)

BACKGROUND

Timely immunization of infants and children is a cornerstone of public health in both developed and developing nations.

[➞ LEARN MORE](#)

ABOUT VACCINES

By vaccinating most people, we can protect our entire community from diseases.

[➞ LEARN MORE](#)

NEWS

Read our latest press releases and media coverage.

[➞ LEARN MORE](#)

CONTACT

Contact us for more information.

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OUR VISION

"To ensure that parents have access to accurate, reliable information about the benefits and risks of vaccines."



Watch Video ⓘ



Every parent has their child's health and safety in mind.

Vax Northwest works to ensure that all parents have someone to answer their questions and help them find accurate, reliable information about the value of vaccines and risks of vaccine-preventable diseases.

Vax Northwest is a unique partnership working to ensure all children and communities in Washington are protected from vaccine-preventable disease. Our group has expertise in preventive medicine, infectious disease, public health, social marketing, health behavior, and resource development. We are working to find effective, proven approaches to address the problem of vaccine hesitancy.

Thank you!

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